

## **BOMA 360 Performance Program®**

*Recognizing Excellence in Building Operations and Management*

### **Why is a BOMA 360 Building an Important Tool for You?**

Cost is one of the most important factors for prospective tenants. Increasingly, your clients are looking to you, their broker, to help them make informed and educated decisions about which office buildings offer the most financially advantageous scenarios. They are seeking a level of comfort that landlords will service them well, be good operators and keep their costs down. That's exactly why the BOMA 360 designation offers a meaningful way for you to sell the all-important value-add and assist your clients in making the right leasing decision.

### **What are the advantages of a BOMA 360 Building?**

BOMA 360 designated buildings have been measured against current industry best practices and only those buildings that satisfy the requirements in all six of these areas achieve third-party verification of excellence: Building operations and management; Life safety, security and risk management; Training and education for building personnel; Energy management; Environmental/sustainability performance; and Tenant relations and community involvement.

Well-managed buildings add tremendous value to tenants. The BOMA 360 designation clearly demonstrates that these buildings meet or exceed the industry's highest standards and your clients can rely on our superior building management to keep operating expenses down and ensure best-in-class service.

In fact...

- A survey of current BOMA 360 designees revealed that they are achieving operational savings and efficiencies, establishing new operation or management policies or procedures, and gaining recognition from owners, tenants and the community.
- An independent study by Kingsley Associates, the leading provider of business intelligence for commercial real estate, revealed that BOMA 360 designated buildings rank higher in tenant satisfaction scores in all 55 quantitative rating areas tracked in the Kingsley Index compared to commercial office buildings without the BOMA 360 designation.
- The Kingsley study also found that 100% of tenants in BOMA 360 buildings expressed high overall satisfaction with property management.

- A recent CoStar analysis of BOMA 360 buildings found that BOMA 360 buildings rank higher in tenant retention and command higher rental rates as compared to other Class A properties.

### **How will the BOMA 360 Performance Program Help You Succeed?**

To get high-quality tenants to lease space, these important clients need to be certain that they will get the superior service they need and their costs will be controlled. This prestigious national recognition program makes it much easier for you to identify buildings that are managed efficiently and cost-effectively.

More importantly, the BOMA 360 program instills considerable confidence in prospective tenants that they are making prudent business decisions because the building operations of BOMA 360 designees have been scrutinized by an independent council and measured against current industry best practices. Happy clients are good for your business. By matching tenants with properties that offer the world-class value and service they need, you enhance your professional reputation and attract more clients.

### **About BOMA International**

The Building Owners and Managers Association (BOMA) International is a federation of BOMA U.S. associations and international affiliates. Founded in 1907, BOMA represents the owners and managers of all commercial property types including 10.4 billion square feet of U.S. office space that supports 1.8 million jobs and contributes \$226.7 billion to the U.S. GDP. Its mission is to advance a vibrant commercial real estate industry through advocacy, influence and knowledge. Learn more at [www.boma.org](http://www.boma.org).

**Learn More About BOMA 360 at [www.boma.org/360](http://www.boma.org/360).**